

News

Macomb County
Office of Public Affairs



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CONFERENCE AIMS TO HELP MACOMB COUNTY SMALL BUSINESSES

MOUNT CLEMENS, Mich. – New and existing small businesses are invited to attend a conference in February that will teach 21st Century business survival skills for an ever-changing business environment.

The conference is sponsored by the Macomb County Small Business & Technology Development Center (SBTDC), Macomb Community College (MCC), the Sterling Heights Chamber of Commerce and Automation Alley.

It will take place from 8:30 a.m. to 1 p.m. Tuesday, Feb. 22, at the MCC University Center, 44575 Garfield Road, Clinton Township.

The day will begin with a continental breakfast from 8:30 to 9 a.m., followed by a brief instructional session on networking. Breakout sessions will then be held on the following topics:

- Hiring in the 21st century
- Marketing for today's business
- Financing for small businesses

– more –

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- Exploring new markets
- Accounting for today's business
- Your business and the IRS: fact & fiction

The conference schedule allows guests to participate in two of the breakout sessions.

Details on the upcoming Business Plan Competition, for which scholarships of \$1,000, \$750 and \$500 will be awarded to the top three finalists, will also be addressed at the conference.

The deadline for registration is Tuesday, Feb. 15. The registration fee is \$20.

For more information or to register, call MCC at 586-226-4800 or 586-226-4803.

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